

# STREET SMART

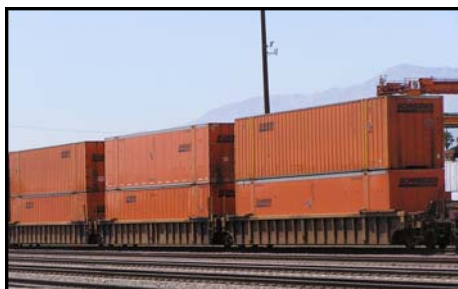
**Governments**  
**SANBAG**  
Working Together

## Meeting Summary of the SANBAG Board of Directors

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### ◆ SB 974, Container Fee Bill, Passes in Senate

SANBAG Director of Legislative Affairs, Jennifer Franco, announced that on August 5, 2008 the California State Senate passed SB 974, which requires the ports to charge fees on all containers. The bill is intended to make investments in port infrastructure and air quality in the region to



accommodate the increased freight volumes at the ports of Long Beach, Los Angeles and Oakland. The bill requires ports to charge a fee of up to \$30 for each twenty-foot equivalent unit container and up to \$60 for a typical full shipping container.

SB 974, introduced by Lowenthal, currently awaits the governor's signature and will take effect on January 1, 2009. The fees that the bill imposes will be collected twice a year, with 50 percent of the fees going directly to congestion relief and 50 percent to air pollution mitigation. The funds generated will be governed by the Southern California Goods Movement Authority.

The bill also specifies particular grade separation projects in Los Angeles, Orange, Riverside and San Bernardino Counties, which may qualify for these funds. More than 40 grade separation projects in San Bernardino County are listed. All congestion relief projects are to be approved by the California Transportation Commission and the Air Resources Board.

### ◆ New Measure I Boundaries for Victor Valley

SANBAG Board of Directors approved an amendment in the Measure I 2010-2040 subarea boundaries for the Victor Valley and mountains. Since portions of Hesperia are no longer entirely within the Victor Valley, the boundaries for the mountains and Victor Valley subareas have changed and generally follow SR-138, SR-173 and the City of Hesperia city limits.

"With the help of Measure I funds, we have been able to improve some of the major thoroughfares and minor arterials in the Victor Valley," said SANBAG Executive Director, Deborah Barmack.

In the mountain/desert areas, 65 percent of Measure I funds are designated for regional highways and major streets, 30 percent goes toward local streets and roads and five percent is used to offset Victor Valley Transit Authority fares for elderly and disabled passengers.

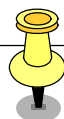
### ◆ Support Protection of Local Transportation Funds

The funding of transportation projects through Proposition 42, the state sales tax on gasoline tax, is absolutely critical for San Bernardino County, the region and for California. There have been rumors that the state wants to "borrow" funds from Prop. 42 to help balance the State budget.

The suspension of Proposition 42 will result in a total of \$2.5 billion being diverted from transportation programs statewide. Funding from Proposition 42 is critical to achieve targets to reduce gridlock and pollution, improve poorly maintained roads, expand travel option for commuters and promote the efficiency of goods movement through our region.

For the 20-year period, which began July 2008, San Bernardino County would receive approximately \$1.479 billion for transportation improvements. Projects that will be at risk include the I-10/Cherry (\$3.9 million), I-10/Citrus (\$3.2 million) and I-10/Riverside (\$1.5 million) interchanges in Fontana and Rialto, I-15/Ranchero Road interchange in Hesperia (\$7.03 million), I-215 widening in San Bernardino (\$649 million), and SR-210/I-215 connectors (\$57.9 million) among others.

Proposition 1A (passed by voters in 2006) allows the State to borrow from local governments in a "severe state of fiscal hardship". SANBAG is counting on our legislative delegation to protect full funding of proposition 42 for transportation.



### Meeting Calendar

- **Aug 13:** Administrative Committee, 9:00 a.m.
- **Aug 14:** Major Projects Committee, 9:00 a.m.
- **Aug 15:** Mountain Desert Committee, 9:00 a.m.
- **Aug 20:** Plans and Programs Com., 12:00 p.m.
- **Sept. 3:** Board of Directors Mtg., 9:30 a.m.

## CA High Speed Rail... Moving Forward

SANBAG Board of Directors approved a memorandum of understanding between various transportation agencies for the preparation of studies for the Los Angeles to San Diego, via Riverside, proposed High-Speed Passenger Rail Corridor.



The high-speed trains, which move at speeds in excess of 200 mph, would connect California from San Diego to Sacramento and to the San Francisco bay area; a trip from San Diego to Los Angeles would take less than one hour and twenty minutes, a trip from downtown Los Angeles to downtown San Francisco would take just over two and a half hours and a trip from downtown Los Angeles to the Ontario airport would only take 25 minutes.

By linking major cities in California with new state-of-the-art transportation, high-speed trains will move people across our state like never before. Over the past four decades high-speed trains have been the safest and most reliable form of transportation in the world, according the video presentation given by SANBAG's Director of Transit and Rail Programs, Mike Bair.

The trains are a clean technology, using electric power, which also will help California meet critical air quality standards, while also protecting our landscape by using right of way wherever possible.

This innovative transportation system will relieve traffic congestion by keeping cars off the roads. The system will eliminate traffic delays at existing at-grade railroad crossings by replacing crossings with overpasses or underpasses. To make all of the needed improvements to our current transportation systems, by expanding highways and streets, it would cost \$82 billion. This system could be built for much less.

The California High Speed Rail Authority already has begun preserving right of way, and completing engineering and environmental studies. For more information about California High-Speed Rail visit [www.cahighspeedrail.ca.gov](http://www.cahighspeedrail.ca.gov).



## Train usage between San Bernardino, Los Angeles has increased in popularity

A marketing effort that is right on track and rising gasoline prices have caused the number of weekend passengers on Metrolink's San Bernardino line to increase considerably during the past year. Train usage between San Bernardino and Los Angeles grew by nearly 33 percent on both Saturdays and Sundays from 2007 to 2008. This month's *Street Smart* looks closer into the marketing campaign behind some of the growth.

Since August 2005 SANBAG and Metrolink staff have promoted a marketing campaign aimed to increase weekend service along the San Bernardino line. The campaign uses message points which depict Metrolink as a fun, stress-free, economical alternative to driving. Also, in response to results from a 2006 report, the campaign now focuses on passengers visiting friends and family, as well as fun weekend destinations.

A new on-board survey was recently conducted on all weekend services. Typical questions inquired if riders were new to Metrolink or frequent riders; the reason for taking the train (visiting family, weekend excursion, etc.); how they learned about Metrolink; and if it was through advertising, what media outlet (name of newspaper, radio station, etc.). Once the results of this study are available, they will be presented to the SANBAG Board of Directors and taken into consideration for future marketing campaigns.

The current marketing campaign consists of onboard seat-drops, targeting current weekday riders, radio and newspaper advertisements and feature stories about Metrolink weekend excursions. A weekend excursion that is currently being promoted is the Stater Bros. Route 66 Rendezvous in downtown San Bernardino, scheduled to take place September 18-21. Taking the train from Los Angeles to San Bernardino for this classic car show event is simple, since it is just a few blocks from the San Bernardino Metrolink station.

SANBAG Board of Directors approved purchase orders with various newspapers to promote weekend adventures throughout the year, which are expected to continue to increase weekend ridership. For more information about SANBAG's Metrolink Weekend Campaign, visit [www.sanbag.ca.gov/metrolinkadventures](http://www.sanbag.ca.gov/metrolinkadventures).